

# APPENDIX A

## CASE STUDIES

### PREFACE AND ACKNOWLEDGEMENTS

This appendix contains marketing case studies of seven HOV projects:

<u>Appendix</u>	<u>Project</u>
A1	Minneapolis I-394
A2	Hampton Roads Route 44
A3	Hampton Roads I-64
A4	The Santa Monica Diamond Lanes
A5	The San Francisco/Oakland Bay Bridge
A6	The Dulles Toll Road
A7	Seattle I-5 South

These case studies were chosen to represent a range of successful and unsuccessful HOV projects. The studies provide an overview of the project itself, and focus on the marketing campaign accompanying the project, including such topics as market research, campaign strategy, marketing materials, constituency building, media relations, community reaction, ongoing monitoring and evaluation, and the perceived reasons for the success or failure of the project.

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# APPENDIX A

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# A

### TABLE OF CONTENTS

	<u>Page</u>
A1 MINNEAPOLIS I-394	
1.1 Project Description	A-1-1
1.2 Marketing	A-1-1
1.3 Reasons for Success	A-1-11
A2 HAMPTON ROADS ROUTE 44	
2.1 Project Description	A-2-1
2.2 Marketing	A-2-3
A3 HAMPTON ROADS ROUTE 44 AND I-64 (PHASE II)	
3.1 Project Description	A-3-1
3.2 Marketing	A-3-2
A4 THE SANTA MONICA DIAMOND LANES	
4.1 Project Description	A-4-1
4.2 Marketing	A-4-4
A5 THE SAN FRANCISCO/OAKLAND BAY BRIDGE	
5.1 Project Description	A-5-1
5.2 Marketing	A-5-4
A6 THE DULLES TOLL ROAD	
6.1 Project Description	A-6-1
6.2 Marketing	A-6-3
6.3 Marketing Lessons Learned	A-6-10
A7 SEATTLE'S I-5 SOUTH HOV PROJECT	
7.1 Project Description	A-7-1
7.2 Marketing	A-7-3